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# Farm Broadcasters Letter

United States Department of Agriculture

Office of Communications

Electronic Media Services

Washington, DC 20250-1340

Letter No. 2648

FEDERAL RECORDS  
ADMINISTRATION

February 4, 1994

**EZ/EC INFO** -- In the spirit of making government information more accessible to Americans across the nation, USDA is using the Internet Mail System to receive inquiries about the new rural revitalization program, Empowerment Zones and Enterprise Communities (EZ/EC). Contact Internet via computer at: [info@ezec.usda.gov](mailto:info@ezec.usda.gov). USDA will use a competitive application process to designate 3 rural Empowerment Zones and 30 rural Enterprise Communities. The Zones and Communities will receive special consideration for various Federal programs and assistance to revitalize distressed communities and create economic opportunities. Information and application forms are also available from USDA's Farmer's Home Administration by calling (202) 690-1045. Application deadline is June 30. **Contact: Joe O'Neill (202) 720-6903.**

**SMALL BUSINESS EXPORT HELP** -- USDA's Foreign Agriculture Service has produced a fact sheet listing assistance available to small and disadvantaged businesses interested in exporting food and agricultural products. It describes the assistance available from the Foreign Agricultural Service, the Small Business Administration, the Agency for Development, and the Export-Import Bank. For a copy of *Helping Small and Disadvantaged Businesses Export Food and Agricultural Products*, contact USDA's Trade Assistance and Promotion Office (202) 720-7103 or FAX (202) 690-4374. **Contact: Geraldine Schumacher (202) 720-7115.**

**ANIMAL WELFARE LICENSE CHANGES** -- USDA is proposing that licensed animal dealers, exhibitors and auction sale operators must maintain standardized animal identification records on USDA forms. Currently no standard form is required. Proper record keeping by licensees enables USDA inspectors to trace back the source of individual animals and provide a means of comparison with other records in the market chain. USDA is also proposing that licensees certify that they are in compliance with the new identification requirements, as well as with other provisions of the Animal Welfare Act. Comment deadline to USDA's Animal and Plant Health Inspection Service is February 18. **Contact: Mary Dixon (202) 720-4623.**

**ASSISTANCE TO EARTHQUAKE VICTIMS** -- Emergency food stamp aid is being provided for earthquake damaged households in the Los Angeles area. Normal food stamp rules have been suspended to help people as quickly as possible. Families currently participating in the Food Stamp Program may also be eligible for emergency stamps if they were adversely affected by the January 17 earthquake. USDA's Food and Nutrition Service also provided commodity foods for emergency feeding of earthquake victims. The Soil Conservation Service reviewed dams, reservoirs and irrigation systems for earthquake damage. The Forest Service suppressed fires in the earthquake area, removed debris from Forest Service roads, and is assisting the California Highway Patrol in enforcing speed and lane control laws on two highways on forest land that are serving as alternates to collapsed roads. **Contact: Steve Kinsella (202) 720-4623.**

**FARM LABOR** -- Although much of U.S. agriculture is mechanized, many fruit, vegetable, and horticultural crops require hand harvesting to preserve the quality and value of the produce. On these farms labor is the largest input expense, accounting for 40 percent of total production expenses, compared with an average 8 percent for labor on all other types of farms. In 1994 and beyond, three factors are likely to affect farm labor patterns. First, changes in immigration policy or stricter enforcement could affect the supply of foreign farmworkers. Second, population growth and an increased concern over a healthy diet have increased demand for fresh fruits and vegetables. And third, changes in agricultural trade policies could alter the flow of fruits and vegetables between the United States and other countries and affect the demand for U.S. labor. **Contact: Jack Runyan (202) 219-0932.**

**IMPORTED LUMBER REGS** -- USDA is responding to an interest in importing logs expressed by sawmills and wood processing companies in the Pacific Northwest. In the past there were few imports of foreign unmanufactured wood products, and current regulations do not address these items. Regulations are necessary to prevent importation of logs that have plant pests and pathogens damaging to U.S. forests. USDA is proposing debarking and fumigating treatments for imported logs, lumber, wood chips and wood packing materials. A public hearing will be held February 23 at USDA headquarters in Washington, D.C. Written public comments will be accepted until April 20 at APHIS, USDA, Room 804 Federal Building, 6505 Belcrest Road, Hyattsville, MD 20782. **Contact: Ed Curlett (301) 436-7255.**

**WHEAT QUALITY** -- A USDA study shows that wheat quality matters most in markets that do not receive export assistance. Countries that import through a state trading system are more likely to be sensitive to price rather than to quality. Cleaning all wheat for export would outweigh benefits. However, delivering a higher quality wheat to select import customers could help maintain market share or possibly expand it, leading to a net benefit for the U.S. wheat sector of \$7 million each year. The study, *The Role of Quality in Wheat Import Decisionmaking*, reveals that unless the U.S. wheat sector continues to improve the cleanliness of wheat the United States may experience a decline in its share of the world market over the next few years. A copy of the study can be ordered by dialing 1-800-999-6779. Cost is \$12. **Contact: Stephanie Mercier (202) 219-0880.**

**PESTICIDE POSTER** -- A four-color poster, *Protect Yourself From Pesticides*, is available for people who work with farm chemicals. The poster features nine agricultural scenes that illustrate proper work clothing, how to prevent pesticides from entering the body, what to do when exposed to harmful pesticides, the decontamination process, and emergency care. Text is presented in both English and Spanish. Cost is \$1.50 each and includes shipping and handling. Order from the Superintendent of Documents, P.O. Box 371954, Pittsburgh, PA 15220. **Contact: Allie Fields (703) 305-7666.**

**ETHANOL CONSUMPTION** -- Annual household expenditure for alcoholic beverages in constant 1991 dollars decreased by 35 percent between 1980 (\$459) and 1991 (\$297). USDA's Economic Research Service expects ethanol consumption to decline further in the future due to an increase in the age of the population over 60; an increasing concern with health, fitness, nutrition and exercise; and tastes which have switched from distilled spirits to beer and wine with lower ethanol content. Beer consumption peaked in 1981 at 36.8 gallons per adult. Consumption of distilled spirits peaked in 1978 at 3.1 gallons per adult. The national household survey on drug abuse shows that 10 percent of Americans are problem drinkers. **Joan Courtless (301) 436-8461.**



## FROM OUR RADIO SERVICE

**AGRICULTURE USA #1913** -- The second of a series of interviews with Agriculture Secretary **Mike Espy**. **Brenda Curtis** talks with the Secretary about expected developments in 1994. (Weekly reel -- 13-1/2 minute documentary.)

**CONSUMER TIME #1395** -- Groundhog Day postmortem; winter vegetables; frozen yard plants; the dangers of deicers; rural enterprise zones. (Weekly reel of 2-1/2 to 3 minute consumer features.)

**AGRITAPE FEATURES #1905** -- More U.S. grain to the Ukraine?; new report urges genetic diversity; cattle price increases on hold; disasters disrupt meat industry; 1994 rice program details. (Weekly reel of features.)

**NEWS FEATURE FIVE #1658** -- Citrus detectives; root stock ruminations; modeling grain infestations; corn foam foils insects; corn foam starter beds. (Weekly reel of research feature stories.)

**UPCOMING ON USDA RADIO NEWSLINE** -- Thursday, February 10, U.S. crop production, agriculture supply and demand; Friday, February 11, world cotton situation, world oilseed situation, world ag & grain production, cattle and sheep outlook; Monday, February 14, feed update; Tuesday, February 15, crop & weather update, ag income outlook, farm labor; Wednesday, February 16, milk production; Friday, February 18, cattle on feed, ag outlook, U.S. farm trade update; Monday, February 21, HOLIDAY; Tuesday, February 22, wheat outlook, livestock outlook, crop & weather update. **These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.**

**USDA RADIO NEWSLINE (202) 488-8358 or 8359**

**COMREX ENCODED (202) 720-2545**

*Material changed at 5 p.m., EDT, each working day.*

## FROM OUR TELEVISION SERVICE

**FEATURES** -- **Patrick O'Leary** reports on two areas of USDA research at Iowa State University: farming more efficiently by understanding the secrets of soil; and how earthworms contribute to soil productivity.

**ACTUALITIES** -- **Richard Rominger**, deputy secretary of agriculture, speaks at a recent conference on southern agriculture in Jackson, MS. Excerpts include improving farmer services and rural health care. **Norton Strommen**, USDA chief meteorologist, with his weekly weather and crop update.

**UPCOMING FEATURES** -- **Pat O'Leary** presents a five part series on precision farming. **Lynn Wyvill** reports on USDA forest products research. **DeBoria Janifer** reports on livestock and poultry producer prospects.

*Available on Satellite Galaxy 4, channel 23, audio 6.2 or 6.8, downlink frequency 4160 MHz.: Thursdays from 7:30 - 7:45 p.m., EDT; Saturdays 10:00 a.m., EDT; Mondays 8:00 a.m., EDT.*

## OFFMIKE

**MANAGEMENT IS SERIOUS**...about reaching the agribusiness community, says **Joe Cornely** (WRFD, Columbus, OH). More farm programming is underway. The mid-day program at noon will be expanded to 90 minutes of farm news, market information and weather. Joe will be joined by three members of his farm department, **Heather McConnell**, **Gary Jackson**, and **Valerie Parks**. Valerie is assistant farm director and ag accounts manager. Congratulations to Joe. He received the Service Award from the Ohio Veterinary Medical Association.

**WINTER MEETINGS**...have turned up a growing interest in using no-till this spring, says **Tom Beavers** (KMA, Shenandoah, IA). He believes it is a reaction to the flood conditions of last year and the forecast of a wet spring and dry summer for this year. Tom's station is participating in the effort to raise funds to upgrade the buildings and grounds at the Iowa State Fair. Iowa citizens can check off \$1 on their state tax returns for the fairground project. Congratulations to Tom. He received the Reporting Excellence in Broadcasting award from the Iowa Soil and Water Conservation Society.

### *Farm Broadcasters Letter*



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**ATTENDANCE**...was lower at this year's Iowa Pork Conference, says **Gary Diguseppe** (KWMT, Fort Dodge, IA). The -22 degree temperature kept many producers close to home. Gary recently presented a seminar on market analysis. He said that this year the soybean market has been easy to read, if you have beans you can get a good price, but next season will likely be a different matter. **Kris Todd** joins the station as assistant farm director.

**EQUIPMENT SALES**...have increased, says **Joe Munsell** (KXXX/KQLS, Colby, KS). Producers are hoping for an early spring, putting the equipment to work and increasing productivity this year.

**IT WAS THE BIGGEST LUNCH**...London, England had seen in 50 years, says **Curt Lancaster** (VSA Radio Network, San Angelo, TX). Curt filed reports from the 1st world convention of Ford-New Holland. The 5,000 dealers and attendees booked 22 hotels. Curt says he is also working on projects for this year's National Ag Week. The 21st anniversary is in March.

VIC POWELL  
Office of Communications